



BESPOKE

IS ROLLS-ROYCE

ROLLS-ROYCE
MOTOR CARS



BESPOKE YEARBOOK 2020



BESPOKE IS ROLLS-ROYCE

2020 was a year unlike any other. A world united in solidarity against the Coronavirus pandemic and for many, a year of isolation, stillness and reflection.

And yet, in the midst of this global pandemic, we saw outstanding levels of creativity, craft and imagination. Set against the backdrop of unprecedented constraints and challenges, the successes and accomplishments of 2020 are even more remarkable.

With global clients, designers, engineers and craftspeople confined to the safety of their homes, our sources of inspiration changed from travel and its associated items of grandeur to rich and textural surroundings of the home, the calm serenity of nature and items of familial significance.

The Rolls-Royce Bespoke Collective scaled new heights of greatness and creativity as they continued to bring the unique, and sometimes challenging, visions of our global clients to life.

The astounding level of Bespoke detail within each commission during the year demonstrated that Rolls-Royce clients and designers alike sought solace in their imagination – commissioning introspective items of luxury that will stand the test of time to become lasting and poignant legacies.

Amongst these elite Rolls-Royce commissions, the creativity never ceases to astound me. I think of the intricacy and intelligence of the Wraith Kryptos Collection with its secret code woven through the very fabric of the motor car, undeciphered to the present day, the patience, splendour and indulgence of the Phantom Koa, a Bespoke Commission inspired by a family Koa Wood rocking chair, and the unbridled allure of colour on Neon Nights, expertly created by our colour designer.

I invite you to explore into the captivating world of Rolls-Royce Bespoke, to join in our celebration of boundless vision and creativity and to look forward with optimism to a brighter future, where we can meet once again in person and be inspired further still.



TORSTEN MÜLLER-ÖTVÖS
CHIEF EXECUTIVE
ROLLS-ROYCE MOTOR CARS

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“The Bespoke Collective scaled new heights of greatness in 2020 – that they did so against the backdrop of numerous, unprecedented constraints and challenges makes their accomplishments even more impressive.”

TORSTEN MÜLLER-ÖTVÖS
CHIEF EXECUTIVE, ROLLS-ROYCE MOTOR CARS

UNPRECEDENTED TIMES EXTRAORDINARY TALENT

There are, of course, few phrases adequate to describe the unprecedented challenges that the world faced in 2020. And yet, in amongst this maelstrom, Rolls-Royce Bespoke have pushed levels of creativity and craftsmanship to heights never before seen. In this year's Bespoke Yearbook we showcase not only some of our most extraordinary motor cars, but some of the finest quality and most creatively expansive vehicles in the world. Our incredibly skilled teams have challenged conventional thinking at every turn, working with new materials and processes to bring a host of unique ideas to life. For them, no concept has proved too challenging, nor any vision too ambitious.



BLACK ∞ BADGE
CULLINAN
BRENNER GREEN



A BOLD STATEMENT
OF COLOUR EXUDES
THE ATHLETICISM AND
POWERFUL NATURE OF
BLACK BADGE CULLINAN.

CARVE YOUR OWN PATH

A bold statement and an enduring vision of individualism. A motor car that takes its aesthetic cues from nature's unfettered landscapes and lush verdure. Here, the strength and supremacy of Black Badge Cullinan meets the power and exuberance of the wild. Inspired by the way the Brenner Pass carves through the mountains of the Alps, forming the border between Austria and Italy. The Brenner Green Black Badge Cullinan has reached the pinnacle of design perfection, with the Lime Green Bespoke Viewing Suite providing centre stage for sweeping vistas. Strikingly assured in every meticulous detail. This Rolls-Royce Cullinan dares to stand out.







A specially commissioned Wraith like no other, a marvel by our master craftspeople, an asteroid of luxury, an unfathomable vision of skill and artistry, an embodiment of interstellar movement.

WRAITH - INSPIRED BY EARTH





This extraordinarily special Wraith encapsulates an entire vision of our solar system in a singular motor car. The focus, of course, is our planet as first seen by the pioneers of space exploration, with the Middle East on centre stage. Tones and hues have been elegantly merged, from the Royal Blue exterior depicting the oceans, to the Moccasin interior leather, evocative of the majestic sands of the Middle East. A hand-painted Coachline depicts the planets of our solar system as they orbit the sun.





100 HOURS

The level of skill and artistry present in this unique motor car is unprecedented. The exterior hand sprayed artwork took a master craftsman over 100 hours to complete. This level of commitment is matched only by the meticulous attention to detail depicted by the Bespoke Starlight Headliner, scrupulously embroidered to illustrate all of the planets of our solar system. Overall, the vision is as mesmerising as our beautiful planet and the celestial world above.





OUR SOLAR SYSTEM CAPTURED IN MAGNIFICENT
DETAIL AS IT ORBITS THE SUN, ACTS AS THE
CENTREPIECE TO THIS HIGHLY BESPOKE HEADLINER,
COMPLETE WITH SHOOTING STARS.



D



A

DAWN SILVER BULLET COLLECTION

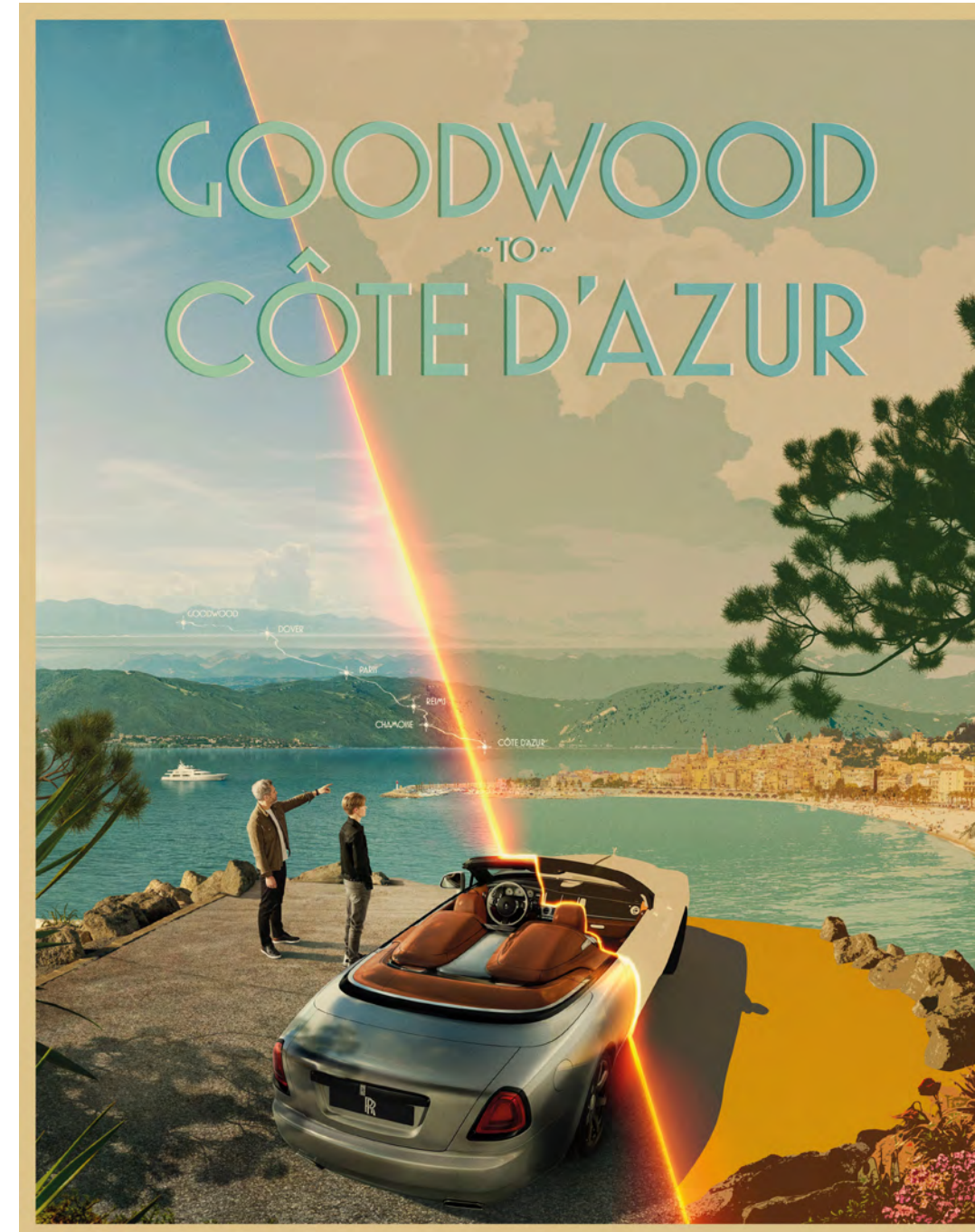
A Collection Car for the ages. This contemporary interpretation of the classic roadster spirit and driving experience brings a sublime blend of serenity and sophistication. In this utterly distinctive Rolls-Royce, the concept extends to embody supreme elegance and savoir faire. Redolent of rakish days gone by, Silver Bullet is finished in an ultra-metallic Brewster Silver paint to evoke the epic Rolls-Royce trials of the past. Perhaps the most distinctive feature of this distinguished motor car is the Aero Cowling that beautifully transforms this four-seater into a youthful two-seat roadster.

W



N

INSPIRED BY THE SPIRIT OF THE ROADSTERS OF THE 1920s, THE DAWN SILVER BULLET COLLECTION IS A MODERN INTERPRETATION OF THE HEADY, IRREVERENT ATTITUDE OF THAT DECADE.







“WE WERE INSPIRED TO
WORK WITH MATERIALS
THAT WERE IMPOSSIBLE
TO INCORPORATE INTO A
MOTOR CAR, UNTIL NOW.”

NATURE SQUARED



A DESIRE TO REDEFINE EXPECTATIONS.

Unique in the automotive world, Phantom's hermetically sealed Gallery presents an unprecedented opportunity to push the boundaries of creativity. This opportunity was taken to soaring new heights by Swiss materials specialist Nature Squared in Phantom Iridescent Opulence. At the centre of this incredible installation sits a Rolls-Royce clock unlike any other, complete with a casing inlaid with Mother of Pearl that perfectly complements the background of iridescent feathers stretching across the Gallery.



SINA MARIA EGGL
DESIGNER, ROLLS-ROYCE MOTOR CARS





The exterior of Phantom Iridescent Opulence is beautifully eye-catching. Without ever revealing too much, it hints at the centrepiece that lies within the motor car's interior. Phantom's Gallery houses 3,000 sustainably sourced iridescent tail feathers, displayed to showcase their incredible natural beauty. Each feather has been meticulously shaped to accentuate sheen and the myriad of rich colours that play in the light. It is nothing less than a visual delight for all who travel in this extraordinary Phantom.





PHANTOM SKYSCRAPER

A STUNNING HOMAGE
TO THE OWNER'S
ARCHITECTURAL EMPIRE





TOWERING HEIGHTS OF REFINEMENT

The Phantom Skyscraper takes bespoke luxury design to exorbitant heights of artistry. Commissioned by an esteemed property developer in Jakarta, the Phantom Skyscraper is a beautifully fitting homage, proudly depicting a number of the client's skyscrapers within the Gallery. Three-dimensional marquetrie in a blend of Wenge wood and aluminium depicts the towers, creating a sumptuous and incredibly refined aesthetic. The Bespoke clock continues the theme, complete with gold-plated chaplets. This wonderful centrepiece within the fascia is complemented by a gold-plated Spirit of Ecstasy adorning the iconic Pantheon Grille.



“YOU CAN
SEE WHEN
SOMETHING
LOOKS GOOD,
YOUR HEART
IS FILLED
WITH JOY.”

DR. ESTHER MAHLANGU



Dr. Mahlangu with her hand-painted Gallery, housed within Phantom

ART AND SOUL

Reverence for an age-old culture meets the height of personal expression in the Mahlangu Phantom. With a career that has garnered worldwide attention for over seventy years, Dr. Mahlangu is one of Africa's most revered artists. Her work has strong cultural links to her home, and draws inspiration from the traditional style of Ndebele design. These stunning geometric forms sit proudly in Phantom's Gallery, acting as both an astounding visual centrepiece and as a celebration of the extraordinary contribution Dr. Mahlangu has made to African art.





BATHED IN LIGHT

Tokyo is renowned as a city of energy, vibrancy and dynamic beauty. The Dusk in Tokyo concept, comprised of a Phantom, Cullinan, Wraith and Dawn, epitomises the complexity of this extraordinary city. The beautiful, multifaceted exterior finish is inspired by Japanese cherry blossom and the metropolis' high-rise buildings, encapsulating the refraction of light within a cityscape bathed in the warm glow of sunset. As a stark, yet incredibly elegant contrast, the Black leather interior is evocative of the long shadows cast by the city's tallest towers. To perfect this eye-catching aesthetic, Rose Gold touches gild the clock and entertainment system, and adorn the Coachline and Wheel Centres.





BLACK ∞ BADGE

NEON NIGHTS

MOTOR CARS THAT EMERGE FROM THE SHADOWS
IN A STUNNING BLAZE OF COLOUR

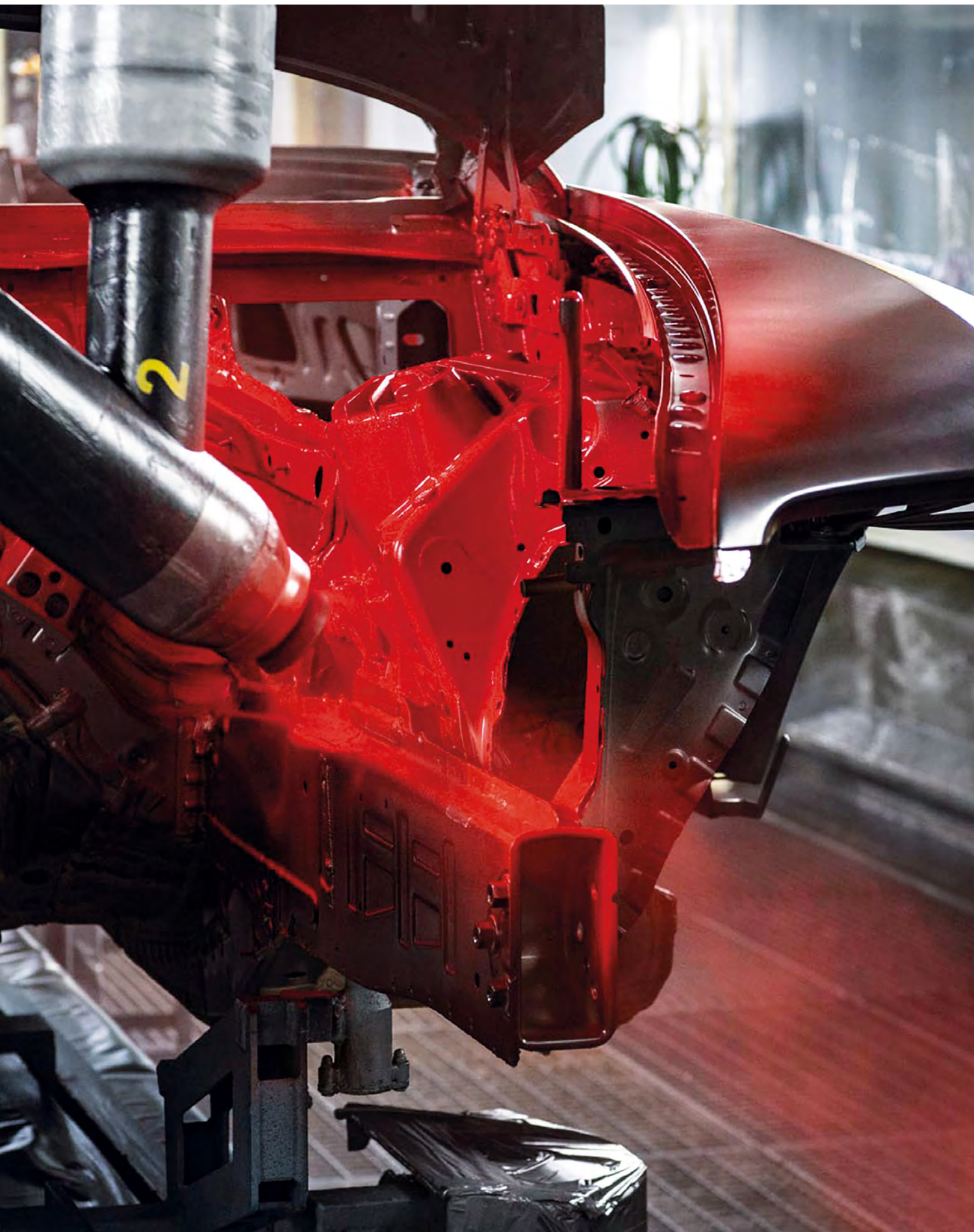


NEON NIGHTS EAGLE ROCK RED

In Hawaiian legend, the beautiful 'Ōhi'a lehua plant is inextricably associated with the Hawaiian volcano goddess Pele. This beautiful, yet incredibly hardy plant is the first to grow in volcanic rock following an eruption – a stunning flash of colour against a stark, monochromatic backdrop. The striking and extraordinarily deep super solid Eagle Rock Red of this Black Badge Dawn draws its inspiration from this tenacious flower to exude a pervasive sense of unabashed attitude and utter fortitude.







THE ART OF COLOUR

It takes no less than 90 pairs of hands, assisted by cutting-edge technology, to paint a single Rolls-Royce. State-of-the-art robots are programmed to produce a perfectly smooth surface, layer after layer, for an unparalleled depth of finish. After intensive inspection, our master craftspeople hand polish each and every motor car to ensure a finish worthy of Rolls-Royce Bespoke.





NEON NIGHTS MIRABEAU BLUE

Continuing the Neon Nights theme of drawing inspiration from nature, the Mirabeau Blue Black Badge Cullinan is redolent of the captivatingly beautiful Rhetus Periander butterfly. Inhabiting the rainforests of the Amazon, this stunning creature has wings of the most extraordinary iridescent blue. In this Black Badge Cullinan, this mesmerising colour is complemented by a contrasting Lime Rock Green Coachline and an Arctic White leather interior. This highly pigmented colour transforms the presence of this Black Badge into a singularly head-turning motor car.

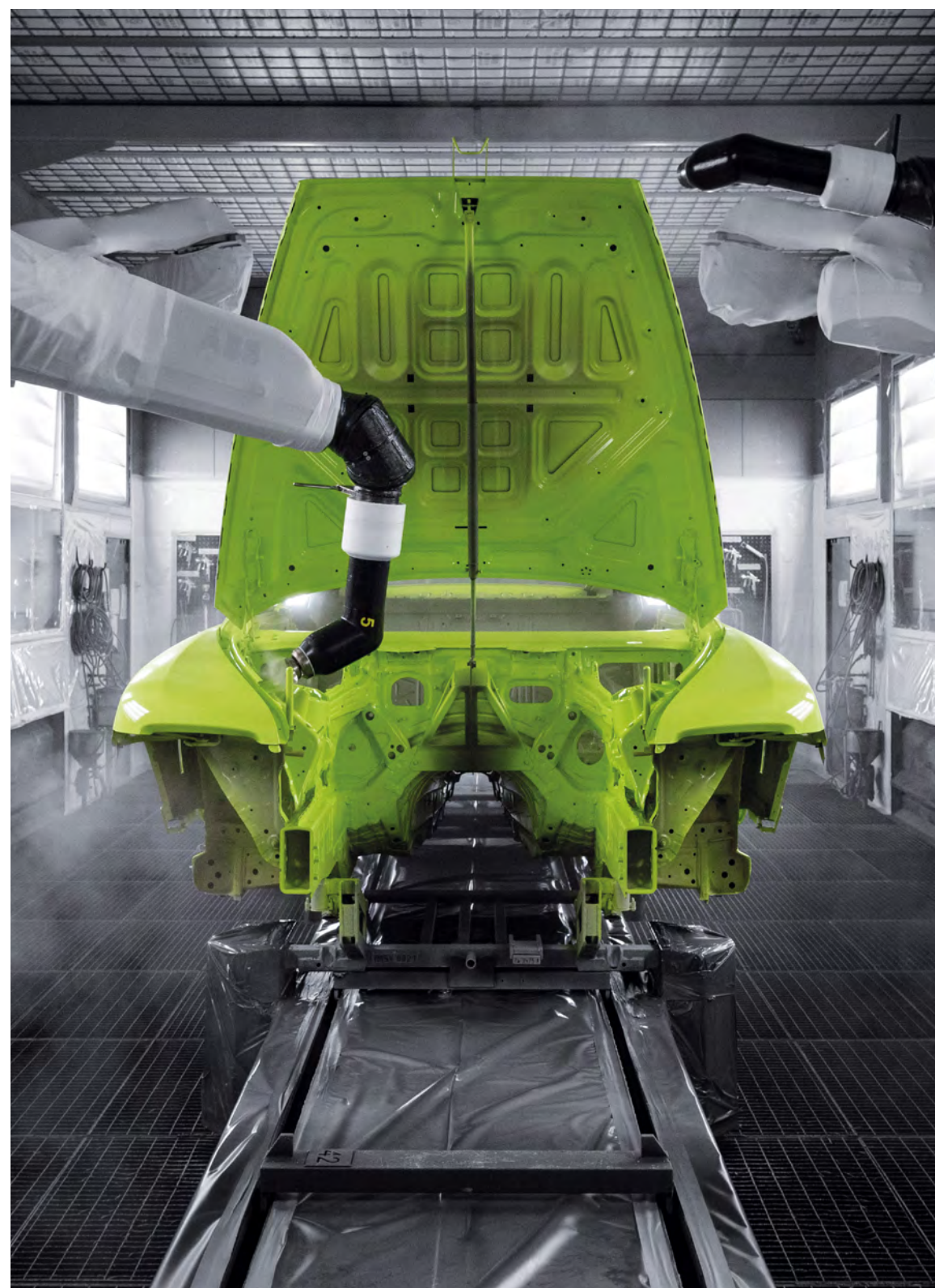
TRUE REFLECTIONS OF BLACK BADGE.
STRIKING IN AESTHETIC AND SUBVERSIVE IN ATTITUDE.



NEON NIGHTS LIME ROCK GREEN

The intense depth of colour of this incredibly striking motor car draws its inspiration from an Australian tree frog. An embodiment of this species' defining feature, this acidic, near luminous super solid finish paint is bold, unwavering and unapologetically eye-catching. The Lime Rock Green Black Badge Wraith provides the ultimate in standout presence.

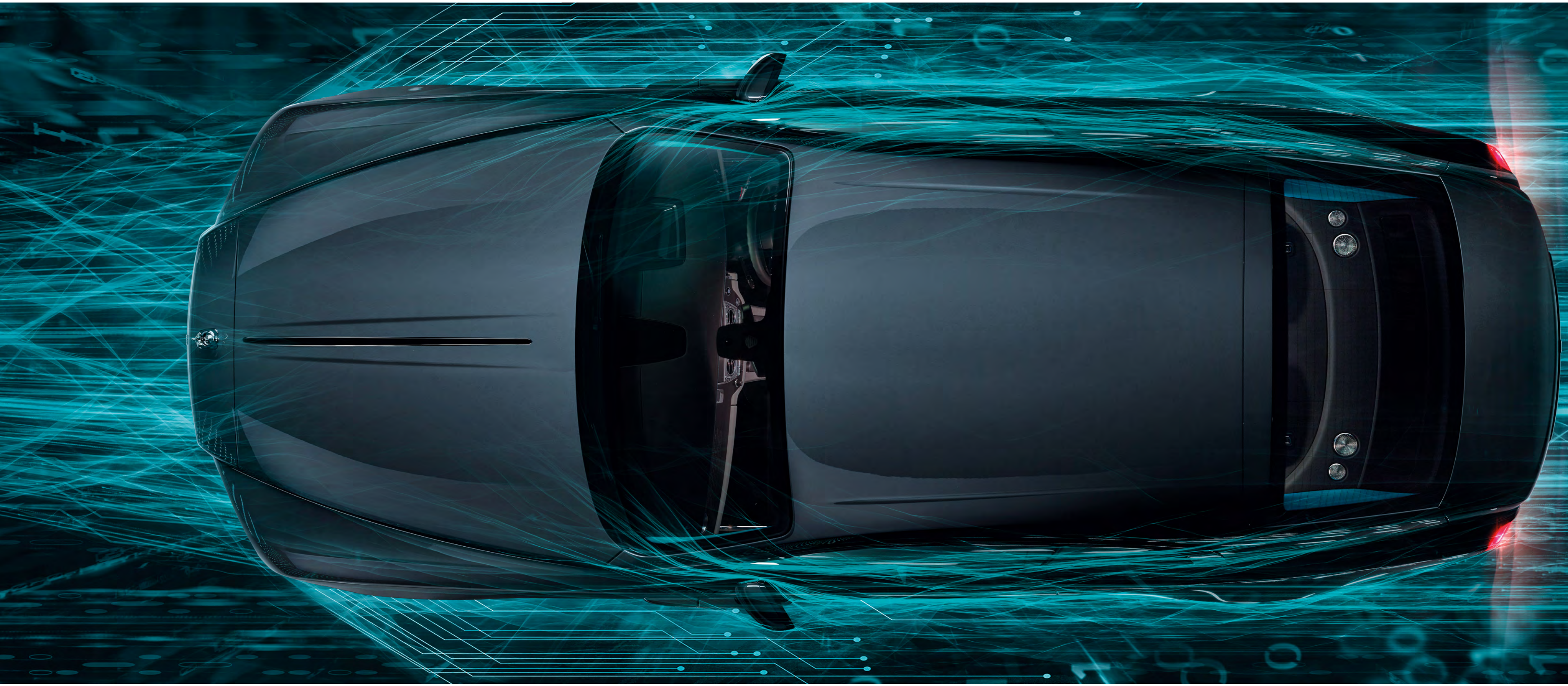




“THESE LIMITED HUES SHOW BLACK BADGE BOLDER IN COLOUR, APPEALING TO PATRONS AROUND THE WORLD WHO REALLY DARE TO BE DIFFERENT.”

SAMI COULTAS
BESPOKE DESIGNER COLOUR & TRIM, ROLLS-ROYCE MOTOR CARS





UNLOCKING A UNIQUE CRAFT

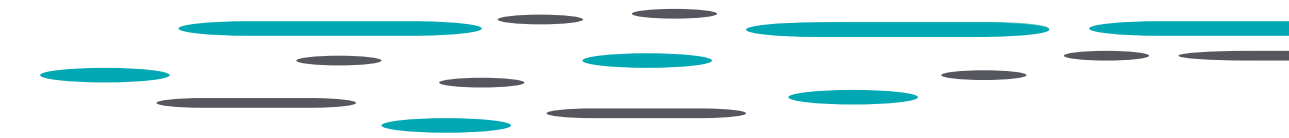
The craftsmanship within the Bespoke Collective creates a platform for boundless creativity. In the case of the Wraith Kryptos Collection, this creativity led to a collection of just 50 motor cars that are both a bold aesthetic statement and a genuine, living cypher. Concealed within the Collection's Bespoke details are a series of characters that, once found and decoded, reveal a hidden message. Intertwined with mystery and intrigue, Wraith Kryptos defies convention.



TREMENDOUS LEVELS OF CRAFTSMANSHIP AND INGENUITY BRING WRAITH KRYPTOS TO LIFE.

Clues to the secret message lie throughout Wraith Kryptos. An engraving with green enamel detailing on the Spirit of Ecstasy depicts the word KRYPTOS in code. These seven deciphered characters, alongside the translation of the embroidered RR in the headrests, take the initiated on a journey of discovery that leads to a series of letters that appear on Wraith Kryptos' printed metal fascia. The cypher was developed in conditions of absolute secrecy at the Rolls-Royce headquarters in Goodwood.

At the time of print, the mystery of this code remains unsolved.



RR

CRYPTIC RR





CONCEIVED AS BOTH A
LUXURIOUS VEHICLE AND
AN INTRIGUING CIPHER,
THE WRAITH KRYPTOS
COLLECTION CAR IS
TRULY ONE OF A KIND.



THE DRAMATIC
PEAKS OF RUSSIAN
MOUNTAINS FORMED
THE INSPIRATION FOR
A SERIES OF FOUR
INDIVIDUAL BESPOKE
CULLINANS.

SPIRIT OF RUSSIA



“We are fascinated by the diversity of Russian nature and the majestic image of the Russian mountains. The peaks which inspired these commissions are places of strength for us. They embody steadfastness, monumentality, hidden power and beauty beyond time.”

ALEXANDER ZALOGIN
DIRECTOR OF ROLLS-ROYCE MOTOR CARS AVILON

The soaring peaks of Elbrus, Krasnaya Polyana, Klyuchevskaya Sopka and the Golden Mountains are depicted across four Cullinans, with bold and sophisticated colourways that evoke the mountain's natural beauty. The exterior tones are inspired by their majestic frosty peaks, while inside, a map of Russia proudly adorns the Starlight Headliner. Each motor car bears an inscription denoting the mountain region that inspired the design alongside the name of its highest peak. Imposing, dramatic, beautiful, the Spirit of Russia Cullinans are as breathtaking as the mountains they depict.







PHANTOM KOA
A LIFETIME IN THE MAKING



"This Bespoke creation joins a collection of truly notable and historic motor cars. The Phantom Koa demonstrates the extraordinary skill of the Rolls-Royce Bespoke Collective – a precious and rare example of a natural material, Koa Wood."

TORSTEN MÜLLER-ÖTVÖS
CHIEF EXECUTIVE, ROLLS-ROYCE MOTOR CARS

The Acacia Koa is a flowering tree endemic to the Hawaiian Islands with a name that means brave, bold and fearless. Having spent significant time on the island of Maui, Rolls-Royce patron Jack Boyd Smith Jr. chose the striking wood with its velvet-like grain to adorn the interior of his Phantom. There was also a deeply nostalgic connection to this commission in the form of an old family rocking chair made from the Koa species. This unique specimen of Koa Wood can only be harvested from private agricultural land and to find such a unique log from this limited resource is truly rare. A Rolls-Royce Wood Specialist, who had patiently waited for three years for the tree to fall naturally, described the find as a 'one in a million chance'. Mr Smith then negotiated with a supplier to buy this highly prized sample, taken from his own collection. The extraordinarily rich and layered texture of the Koa Wood creates a regal atmosphere within this beautifully personalised motor car. Incredibly luxurious and indulgently sumptuous, the interior exudes a sense of prestige and ultimate refinement.





Polished to perfection, the multi-layered textures of Koa Wood play with the light. The grain is both pleasingly uniform and infinitely varied, and, while ultimately contemporary in expression, is reminiscent of the very finest examples of antique furniture.

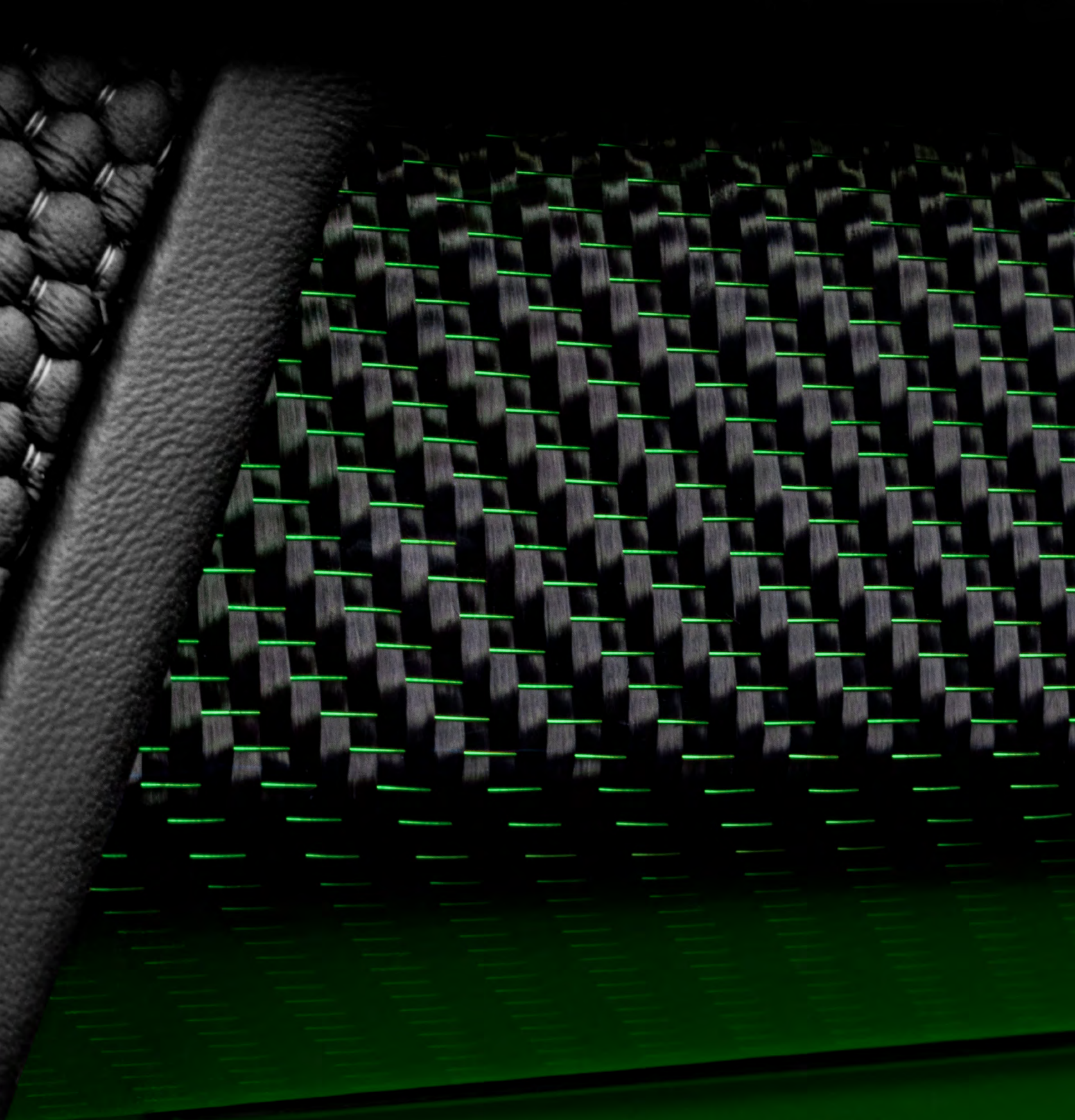
BLACK  BADGE
SPORTIVE

REDEFINE
DYNAMISM



A series of Wraith and Dawn Black Badges are sportive in attitude and style. Each features contrasting colourways and bold tones which highlight the muscular, performance-oriented lines of the motor cars. This collection of Sportive Rolls-Royces embodies the expressive and unequivocal nature of Black Badge.





EACH
COMMISSION
INCLUDES A
TECHNICAL
FIBRE FASCIA
INTERTWINED
WITH A
COLOURED
WEAVE TO
COMPLEMENT
THE EXTERIOR.





A HAND-PAINTED CHEQUERED FLAG PUNCTUATES THE CONTRASTING COACHLINE, PAYING HOMAGE TO THE ONLAYS WITHIN.

BLACK ∞ BADGE
CULLINAN
CAPELLA

The sky holds a single entity that outshines all others.

Capella, a yellow star eighty times more dazzling than the sun, is a guiding light and the inspiration behind this one-of-one motor car.





Inspiration can come from anywhere. Here, it is the heavens themselves that provide the muse for the stunning Black Badge Cullinan Capella. For a colour redolent of this singular form, a unique, Iced Forge Yellow paint was developed exclusively for this one-off motor car.



THE REFINED INTERIOR OF BLACK BADGE CULLINAN CAPELLA CONTRASTS THE RICH EXTERIOR TONE WITH THE PARED-BACK ELEGANCE OF TWO-TONE GREY.



WITH SPECIAL THANKS TO

The discerning patrons of our marque, who challenge us to reach new heights of technical and aesthetic brilliance with every Bespoke commission.

The extraordinary designers, craftspeople and all employees at the Home of Rolls-Royce in Goodwood, who helped bring these incredible visions to life.

The talented photographers who have helped us document these masterpieces:

Bespoke Motor Car Photography

Abu Dhabi Motors

Benedict Campbell

Enes Kucevic

George Williams

Grant Beachy

Husein

Jake Curtis

Jason Keffert

The JBS Collection

Tom Roberts

CO² Emissions & Consumption

Rolls-Royce Phantom CO² emission: 356-341 g/km; Fuel consumption: 18.0-18.8 mpg / 15.7-15.0 l/100km (#)

Rolls-Royce Phantom Extended Wheelbase: CO² emission: 361-344 g/km; Fuel consumption: 17.8-18.6 mpg / 15.9-15.2 l/100km (#)

Rolls-Royce Dawn CO² emission: 381-372 g/km; Fuel consumption: 16.7-17.1 mpg / 16.9-16.5 l/100km (#)

Rolls-Royce Wraith CO² emission: 369-357 g/km; Fuel consumption: 17.3-17.9 mpg / 16.3-15.8 l/100km (#)

Rolls-Royce Cullinan CO² emission: 377-355 g/km; Fuel consumption: 17.0-18.1 mpg / 16.6-15.6 l/100km (#)

Rolls-Royce Black Badge Dawn CO² emission: 382-380 g/km; Fuel consumption: 16.7-16.8 mpg / 16.9-16.8 l/100km (#)

Rolls-Royce Black Badge Wraith CO² emission: 370-365 g/km; Fuel consumption: 17.2-17.4 mpg / 16.4-16.2 l/100km (#)

Rolls-Royce Black Badge Cullinan CO² emission: 370-377g/km (Combined); Fuel consumption: 17-17.3mpg / 16.3-16.6 L/100km (Combined)

CO² Emission Information

The fuel consumption given in miles per gallon (and litres per 100km) and the CO² emission given in grams per kilometre represents official combined values. Figures may vary depending on driving style and conditions. Consumption data is determined in accordance to the ECE driving cycle.

Further information about the official fuel consumption and the official specific CO² emissions for new passenger automobiles can be found in "The Passenger Car Fuel Consumption and CO² Emissions Information Regulations" in the United Kingdom. For emission data, labelling and guidelines relating to your local market please contact your nearest sales outlet or local authority website.

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